

**To:** Grady Smith, Jordan Jones & Goulding, Inc. (JJG)

**From:** Richard Fangmann, Day Wilburn Associates, Inc. Carter & Burgess, Inc. (C&B)

**Date:** August 30, 2006

**Subject:** Chatham County Future Year Socioeconomic Data for TP+ Model

**cc:** Radney Simpson, Georgia Department of Transportation  
Rod Wilburn, C&B  
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In preparing the travel demand model for the Chatham County Interstate Needs Analysis and Prioritization Plan, C&B is modifying the year 2030 TP+ Model prepared by the Georgia Department of Transportation (GDOT) to reflect updates to potential growth of population and employment data. Socioeconomic (SE) data is the primary input in the model to determine the number of trips generated by each Traffic Analysis Zone (TAZ). This builds on previous work to incorporate SE data changes in Chatham County due to planned development.

In order to identify potential SE data changes, C&B has compiled information provided by JJG from initial meetings with stakeholders and the Chatham Urban Transportation Study (CUTS). The following was used as primary sources of data and information for the SE data evaluation:

- CUTS 2001 base year model SE data – provided by GDOT
- CUTS 2030 LRTP model SE data – provided by GDOT
- CUTS 2030 Population data – modified by CUTS
- 2030 Population and employment control totals by CUTS

Figures 1 and 2 show population and employment changes assumed in the CUTS Long Range Transportation Plan (LRTP) travel demand model. This data was used as a starting point and modified to reflect employment increases due to potential commercial development identified by JJG through discussion with the MPC, as documented in the C&B memorandum dated June 22, 2006. This data further reflects population increases provided by CUTS on July 7, 2006 and population and employment control totals provided by MPC in an email dated August 7, 2006.

The population and employment control totals provided by MPC reflect increases that are much greater (3.5 times) than the currently approved LRTP model, as shown in Table 1. Therefore, following discussions with GDOT, C&B prepared SE data projections using the following control totals:

- Population – 218,000 (reflects currently approved CUTS LRTP population increase of 55,609 from 2001 to 2030 plus an additional 50,000 increase)
- Total Employment – 338,000 (reflects currently approved CUTS LRTP employment increase of 30,465 from 2001 to 2030 plus an additional 60,000 increase)

**Table 1**  
**Socioeconomic Data Increase Proposed by MPC**

Socioeconomic Data Source	Population		Total Employment	
	Number	Percent	Number	Percent
2001 Base Year CUTS TP+ Model	232,338	n/a	127,269	n/a
2001 to 2030 CUTS LRTP	55,609	24%	30,465	24%
Additional 2030 Population and Employment from CUTS Revision	141,391	61%	77,535	61%
Total Increase 2001 to 2030 (Reported by Dennis Hutton in 8-7-06 email)	197,000	85%	108,000	85%
Total in Year 2030	429,338	--	235,269	--

The revised control totals were applied using the same distribution of new growth to the TAZs as in the population data provided by MPC on July 7, 2006. The employment data was similarly distributed based on the distribution of additional employment included in the June 22, 2006 memorandum by C&B and associated database. The employment data was allocated to specific employment purposes to include a higher percentage of manufacturing and wholesale employment than the LRTP CUTS model distribution. This reflects the fact that much of the new development (not previously reflected in the LRTP data) is planned as industrial or light industrial uses.

The attached database provides traffic projections based on the above information and analysis. Tables 3 and 4 provide a graphical representation of traffic volume growth from 2001 to 2030 with the modified SE data included in the attached database.

Please call or email me if you have any questions or comments regarding this data. We would like to receive concurrence from GDOT regarding use of this data prior to preparing future year E+C model runs.

**Attachment A**  
**Recommended Socioeconomic Data Modifications**  
**CUTS TP+ Model for Year 2030**